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**MAY 30 2008**

Appl. No. : 10/799,653 Confirmation No. 8582  
Applicant : T. KIMURA et al  
Filed : March 15, 2004  
Title : CONTENT SALES METHOD AND CYBER MALL  
SYSTEM USING SUCH METHOD AND STORAGE  
MEDIUM STORING THEREIN ITS CONTENTS  
SALES PROGRAM  
TC/AU : 3625  
Examiner : N.D. Rosen  
Docket No. : ASA-760-03  
Customer No.: 24956

Commissioner for Patents  
Mail Stop AF  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action (Final Rejection) mailed November 2, 2007, please amend the above-identified application as follows. A Notice of Appeal and a Petition for a Three-Month Extension of Time and appropriate fees were filed on April 2, 2008. A Request for Continued Examination (RCE) and appropriate fee accompany this response.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks / Arguments** begin on page 5 of this paper.